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Cc: Cox, Taylor[Cox.Taylor@epa.gov]
From: Davis, Jay
Sent: Fri 8/14/2015 2:41:58 PM
Subject: KGM Twitter monitoring - am update

Here's today's first report.

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Hashtag Analytics Since 3pm Yesterday:

Note that a lot of tweets on the subject don't contain specific hashtags.

#animasriverspill

Estimated 750 total tweets

Between 95,000 – 190,000 accounts reached and 115,000 – 230,000 impressions

#animasriver

Estimated 1,200 total tweets

Between 143,000 – 286,000 accounts reached and 170,000 – 340,000 impressions

#goldkingmine

Estimated 200 total tweets

Between 12,200 – 24,500 accounts reached and 19,000 – 38,000 impressions

#EPAspill

Estimated 1500 total tweets

Between 260,000 – 520,000 accounts reached and 370,000 – 739,000 impressions

Summary of Sentiment and Major Messages:

The mood on Twitter has improved a little from yesterday. It's not as harsh, but it is still pretty negative. The main complaints that are being tweeted include that this happened on purpose, that we won't be held accountable or get fined like others would, and that we aren't being truthful about the improved quality of the water.

Sample Tweets:

These are shared here to capture the general tone of the conversation.

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Utah Rivers Council @UtahRivers

@GovHerbert's order opens up the State Disaster Recovery Fund to aid in clean up of the #GoldKingMine

Drew Smithee @DrewSmithee

#AnimasRiver Spill sounds really similar to @DukeEnergy Dan River Spill. Wonder if the @EPA will fine the @EPA? Maybe a DOJ lawsuit?

DeannaHeinrich @DeannaHeinrich

Don't see any protesters or kayakers in Colorado picketing the #EPAspill????

Mike Kelly @mickell

#AnimasRiver flow dropping, the sludge on banks exposed and drying out. When it blows around - a health threat #EPA ? Analyses? When?

Kody Clemmons @kodyclemmons

Who fines the @EPA for the #EPAspill or do they just accept their own apology?

Larry Rucker @CaballoRuck

@EPA be honest. Tell the truth of long term effects #AnimasRiverSpill. #realsolutions
#realresults

Brian Swanigan @BrianSwanigan

August is National Water Quality Month. Thank you EPA for helping out with a proper celebration in the Animas River valley. #AnimasRiver

FlossyGurl @Flossy_gurl

#EPAspill was a Criminal Act by EPA employees! Charges should b brought against everyone in charge! #AnimasRiverSpill

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